

Mayor's Technology Council
Meeting Report
April 26, 2001

1. In Attendance: Mark Bowen, Steve Bowen, John Brasch, Jack Huck, Bill Johnston, Lori McClurg, Kim Robak, Sherrie Hanneman, Polly McMullen, Carol Connor.

Absent: Chuck Henderson, Steve Kiene, Marc LeBaron, Ed Paquette, Rich Sincovic, Phil Ruhlman.

Guests: Kent Morgan, Shawne Ahlenius

2. Amended Mission Statement:

To advise the City of Lincoln and bring together the public, private, and education sectors to enhance the community's core technology strengths and infrastructure to achieve a competitive advantage for Lincoln as a leading city for technology based businesses and to promote economic development.

3. Strategies

Biotechnology – “Concentrate on the transition of agribusiness to the 21st century, specifically pharmaceutical preparations (animal pharmaceuticals in particular) and research and development operations affiliated with the existing agriculture industry base such as food processing, crop engineering, and animal health.” Deloitte & Touche Fantus report.

Electronics Technology – Radio Frequency research, design and manufacturing. “The growing demand for telecommunications equipment is being driven by expansion of wireless networks, preparation for meeting demand for wireless data transmission, unmet demand for telecommunications services in developing countries, and Internet growth.” Deloitte Touche Fantus report.

Metal Products – Build on strong industry presence in Lincoln (Garner Industries, Lincoln Machine, Apollo Steel Company, Capital Contractors, Custom Machine and Design, IMS, and others). Develop critical mass of outsourcing shops to larger manufacturing base.

Health Care – Testing, diagnostics, pharmaceutical development, and patient care. Strong industry support from Bryan LGH, St. Elizabeth, Qwest Diagnostic, MDS Laboratories, and Pfizer Animal Health. Also strong support from virology research at UNL.

Insurance Industry Support – The insurance Industry is poised to move into a merger phase similar to the phase seen by the financial industry. “Consolidation in the insurance industry is projected to reduce the number of firms by up to 50% in the near future.” Deloitte & Touche Fantus report. Lincoln’s reliance on Insurance as major employers (State Farm, Ameritas, Lincoln Benefit Life, Security Financial, Woodmen and others) requires action to ensure these offices remain through the consolidation process.

4. Action Items

- ★ Identify emerging technologies, if any for each group.
- ★ Determine support from educational system.
- ★ Quantify qualified workforce and/or shortages anticipated.
- ★ Traditional Infrastructure needs: water, sewer, roads.
- ★ New Economy Infrastructure needs: band width, high speed connections, both wired and wireless.
- ★ Identify capital needs and possible funding sources for new and expanding businesses.

5. Marketing

Determine audience, message, and desired results.

Audiences include internal (citizens of Lancaster County) and external. Also include potential workforce and potential business expansions.

Message and desired result will vary based on which audience is being marketed.